END TERM EXAMINATION
SECOND SEMESTER [MBA] MAY-JUNE-2013

Paper Code: MS108
MSP204
MS(FM)108

Subject: Business Research

Time : 3 Hours
Maximum Marks : 60

Note: Attempt any five questions.

Q1 Explain the steps of Research Process with taking a relevant example. (12)

Q2 Write short notes on the following: (6 + 6 = 12)
   (a) Questionnaire
   (b) Observation

Q3 Write a brief note on probability and non-probability sampling methods. (12)

Q4 Write short notes on the following: (6 + 6 = 12)
   (a) Survey Errors
   (b) Reliability and Validity

Q5 In what conditions the various advanced data analysis techniques are applied? Explain with suitable examples. (12)

Q6 What are the usages of different types of scales? Explain each one by relevant example and what are the permissible statistics for each scale? (12)

Q7 Write short notes on the following: (6 + 6 = 12)
   (a) Ethical issues in research
   (b) Preparing a research report

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